

Supporting the work of the Chilterns Area of Outstanding Natural Beauty

Introducing the Chilterns Champions Scheme

The Chilterns faces the most daunting challenge in its history. Now, more than ever, those of us who love and cherish this rare and precious countryside must work together to protect and promote it.

We passionately believe the Chilterns should be recognised, conserved and appreciated as a vibrant, internationally significant landscape which offers unique benefits to society, and beyond.

Our Chilterns Champions Scheme is a new initiative to identify dedicated, passionate individuals who share, and can offer practical help to achieve, our ambitious vision.

Why support the Chilterns Area of Outstanding Natural Beauty?

The Chilterns is so much more than its picturesque views. Our steep chalk hills, tranquil valleys and winding chalk streams combine to form an internationally significant landscape with globally rare geology and ecology and a rich, cultural heritage.

Protecting the Chilterns 'Natural Capital'

The economic, societal and health value of our landscape is becoming increasingly understood. With 10 million people living within an hour's drive, and a number of important urban areas on our doorstep, the Chilterns provides crucial 'natural capital' services like clean water, carbon storage, pollinating insects, local tourism and opportunities for health and recreation which support the whole economy.

Yet this landscape and the benefits it offers is under great threat. The Chilterns faces an unprecedented level of pressure from development, both large-scale infrastructure projects like HS2 and growing development. Climate change, tree diseases and damaging pests add to the challenge.

Our vision

At the forefront of facilitating important conservation projects in the Chilterns for over ten years, we aim to conserve, enhance and promote our special landscape through the development of innovative partnerships and projects which will:

- ✓ Conserve and enhance the natural and cultural heritage of the Chilterns, ensuring it is equipped to meet the challenges of the future
- ✓ Value, sustain and promote the benefits that the Chilterns provides for society, including clean air and water, food, pollinating insects, carbon storage and other services vital to the nation's health and wellbeing
- ✓ Benefit the 1.8 million people who live within 8km of the Chilterns
- ✓ Promote public understanding and enjoyment of the special qualities of the Chilterns and mobilise people to take action for its conservation.

Become a Chilterns Champion

A commitment to becoming a Chilterns Champion could take many forms, but the underlying principle is an offer of help to grow support for the Chilterns Area of Outstanding Natural Beauty in practical ways. For example:

- ✓ Connecting us to potential donors, corporates, trusts and foundations, networks or other potential sources of funding
- ✓ Introducing and facilitating new partnership opportunities
- ✓ Helping us identify opportunities for gifts in kind and pro-bono help
- ✓ Promoting and growing our volunteer base
- ✓ Volunteering your own expertise and time
- ✓ Supporting our communications and through social media.

Help us with practical support and advocacy

We urgently need practical help to grow our networks and influence. This list is not restrictive, but merely an indicator of the ways in which a Chilterns Champion might help:

Gifts in kind and pro-bono help:

- Help support our communications, marketing and fundraising
- Help us develop a database of farmers and landowners across the Chilterns
- Help to improve the visual content of our communications – videography, photography and graphic design
- Help to expand our audience by promoting our events, work and literature.

Corporate introductions & sponsorship:

- Introductions to companies, large or small, who might share our interests and values across a range of projects
- Corporate sponsorship of events and projects
- Partnership working in the delivery of specific projects
- Opportunities for staff activity days/volunteering days in conservation and heritage;

Volunteer help:

- Journalistic support for written content – magazines, newsletters and social media content
- Help in the office for specific projects and tasks – including support to the Planning Officer, fundraising research communications/social media work and administrative support
- Practical conservation volunteer opportunities within a wide range of projects.

sites across the Chilterns through a comprehensive community and education engagement programme. This could include discovering some unknown sites, too. The Chilterns' iron age past is all

Could you be a Chilterns Champion?

Please contact our Development and Funding Manager, Claire Readey (tel: 01844 333506, email: creadey@chilternsaonb.org) for an informal discussion.